

IN THE CLAIMS:

Please amend claims 48-55 as indicated below.

Please add claims 56-57 as indicated below.

A listing of the status of all claims 1-57 in the present patent application is provided below.

1-47 (Cancelled).

48 (Currently Amended). A method comprising the steps of:

providing a ~~relational~~ database of a plurality of participating consumers in a host computer, the ~~relational~~ database comprising personal ~~data~~ and demographic data associated with each consumer of the plurality of participating consumers, the personal ~~data~~ and demographic data for each respective consumer originating from at least one of: [the] each respective consumer and a third party; and

interfacing between the host computer and one or more ~~promoters wherein the one or more promoters are~~ manufacturers, wherein the host computer and the one or more manufacturers are separate entities, the interfacing comprising:

inputting, by each manufacturer, information comprising:

manufacturer data comprising textual ~~content~~ and image content associated with the manufacturer;

[~~and~~] a Uniform Code Council (UCC) code assigned to the manufacturer;

brand name data; and

product data comprising:

a ~~unique~~ UCC code assigned to each product of ~~each~~ the manufacturer; and

content for each product comprising textual ~~content for each product~~ and image content for each product, wherein the textual and image content for each product further comprises a product description, a brand name, and a product size indicia; [~~and~~]

inputting ~~data for consumer selection~~, by each manufacturer, [~~the~~] data for consumer selection comprising:

textual ~~content~~ and image content associated with the manufacturer;

textual ~~content~~ and image content associated with a product of the manufacturer; and

~~a promotional material comprising~~ a manufacturer coupon comprising:

the UCC code assigned to the manufacturer;

the UCC code assigned to each product of the manufacturer;

a UCC manufacturer coupon family code;

a UCC manufacturer coupon value code;

a UCC manufacturer coupon extended bar code;
a manufacturer coupon offer code;
a description of one or more products
required to be purchased to redeem the manufacturer coupon; and
[an] a manufacturer coupon expiration date;
inputting, by each manufacturer, one or more
manufacturer target consumer profiles comprising:
gender;
age;
delivery interval; and
one or more zip code regions for manufacturer
coupon delivery;
specifying, ~~via the host computer~~ by each
manufacturer, content for the manufacturer coupon ~~content~~
comprising:
the UCC code assigned to the manufacturer;
the UCC code assigned to each product of the
manufacturer[7];
the UCC manufacturer coupon family code[7];
the UCC manufacturer coupon value code[7];
the UCC manufacturer coupon extended bar code[7];
the manufacturer coupon offer code[7];
the description of one or more products required
to be purchased to redeem the manufacturer coupon; and

the manufacturer coupon expiration date;
querying the relational database to obtain
manufacturer query results;

forming a list of manufacturer consumers from the
manufacturer query results to receive the ~~specified~~ manufacturer
coupon, the list including a representative manufacturer
consumer having a manufacturer consumer identification; and

saving the manufacturer query results; [and]
interfacing between the host computer and one or more
consumers, wherein the host computer and the one or more
consumers are separate entities, the interfacing comprising the
steps:

registering the one or more ~~subscribing by each~~
consumers;

~~offering one or more manufacturer coupons via an~~
~~online interface for selection by the one or more consumers; and~~
~~recording a selection of at least one manufacturer~~
~~coupon made by the one or more consumers; and~~

generating ~~at least one~~ the manufacturer coupon by the host
computer, as directed by the manufacturer, the ~~at least one~~
manufacturer coupon comprising: ~~the coupon barcode, comprising:~~

the UCC code assigned to the manufacturer;
the UCC manufacturer coupon family code;
the UCC manufacturer coupon value code;

the UCC manufacturer coupon extended barcode;
a manufacturer/military coupon indicator;
the manufacturer coupon expiration date;
the manufacturer coupon offer code; and
a manufacturer coupon consumer identification code
corresponding to a manufacturer consumer identification
comprising a serial number and a bar code representation[s] of
the serial number[s] to identify one or more registered
manufacturer consumers; [and]

distributing the manufacturer coupon using the host
computer, as directed by the manufacturer, to a physical address
of [a] the one or more registered manufacturer consumers; and
redeeming the manufacturer coupon at a retailer by the one
or more registered manufacturer consumers, wherein the retailer
and the one or more manufacturers are separate entities.

49 (Currently Amended). The method of claim 48, the method
further comprising the steps of:

interfacing between [a] the host computer and one or more
~~promoters wherein the one or more promoters are~~ retailers, the
interfacing comprising:

inputting, by each retailer, consumer selection
information comprising:

retailer data comprising textual ~~content~~ and

image content associated with the retailer;

[~~an~~] a retailer coupon offer code; and

a retailer coupon value;

inputting one or more retailer target consumer profiles comprising:

gender[~~r~~];

age[~~r~~];

zip code region[~~r~~]; and

delivery interval[~~r~~];

~~specifying promotional material content~~, by each retailer, content for a retailer coupon comprising:

[~~an~~] the retailer coupon offer code[~~r~~];

[~~an~~] a retailer coupon expiration date[~~r~~]; and

[~~a~~] the retailer coupon value;

querying the ~~relational~~ database to obtain retailer query results;

forming a list of retailer consumers from the retailer query results to receive the ~~specified promotional material~~ retailer coupon, the list including a representative retailer consumer having a retailer consumer identification; and

saving the retailer query results; [~~and~~]

~~generating manufacturer and retailer promotional materials~~
the retailer coupon by the host computer, as directed by the
retailer, the retailer coupon comprising:

~~manufacturer promotional materials comprising:~~
~~the coupon barcode, comprising: the UCC code~~
~~assigned to the manufacturer, the family code, the UCC value~~
~~code;~~

~~the extended barcode;~~
~~a manufacturer/military coupon indicator;~~
~~the expiration date;~~
~~the coupon offer code; and~~
~~a consumer identification code comprising a~~
~~serial number and a bar code representations of serial numbers;~~
~~and~~

~~retailer promotional materials, comprising:~~
~~the retailer coupon offer code [7];~~
~~the retailer coupon expiration date [7]; and~~
~~a retailer coupon consumer identification code~~
~~corresponding to a retailer consumer identification comprising a~~
~~serial number and a bar code representation[s] of the serial~~
~~number[s] to identify one or more registered retailer consumers;~~
~~[and]~~

~~distributing the retailer coupon using the host computer,~~
~~as directed by the retailer, to a physical address of [a] the~~
~~one or more registered retailer consumers; and~~

~~redeeming the retailer coupon at the retailer by the one or~~
~~more registered retailer consumers.~~

50 (Currently Amended). The method of claim 48 ~~wherein the inputting step by each manufacturer of the interfacing step between a host computer and one or more manufacturers,~~ further ~~comprises~~ comprising the step of inputting at least one of: (a) ingredients of each product ~~input by the manufacturer;~~ and (b) nutritional data of each product ~~input by the manufacturer.~~

51 (Currently Amended). The method of claim 50, ~~wherein the providing content for the consumer interface step of the interfacing step between a host computer and one or more manufacturers~~ further ~~comprises~~ comprising the step of providing at least one of: ingredients of each product ~~input by the manufacturer;~~ and nutritional data of each product ~~input by the manufacturer.~~

52 (Currently Amended). A system comprising:

a ~~relational~~ database of a plurality of participating consumers in a host computer, the ~~relational~~ database comprising personal and demographic data associated with each consumer of the plurality of participating consumers, the personal and demographic data for each respective consumer originating from at least one of: ~~[the]~~ each respective consumer and a third party; and

means for interfacing between the host computer and one or more ~~promoters wherein the one or more promoters are~~ manufacturers, wherein the host computer and the one or more manufacturers are separate entities, the interfacing means comprising:

means for inputting, by each manufacturer, information comprising:

manufacturer data comprising textual ~~content~~ and image content associated with the manufacturer;

[~~and~~] a Uniform Code Council (UCC) code assigned to the manufacturer;

brand name data; and

product data comprising:

a ~~unique~~ UCC code assigned to each product of ~~each~~ the manufacturer; and

content for each product comprising textual ~~content for each product~~ and image content for each product, wherein the textual and image content for each product further comprises a product description, a brand name, and a product size indicia; [~~and~~]

means for inputting ~~data for consumer selection~~, by each manufacturer, [~~the~~] data for consumer selection comprising:

textual ~~content~~ and image content associated with the manufacturer;

textual ~~content~~ and image content associated
with a product of the manufacturer; and

~~a promotional material comprising~~ a manufacturer
coupon comprising:

the UCC code assigned to the manufacturer;

the UCC code assigned to each product of the
manufacturer;

a UCC manufacturer coupon family code;

a UCC manufacturer coupon value code;

a UCC manufacturer coupon extended bar code;

a manufacturer coupon offer code;

a description of one or more products
required to be purchased to redeem the manufacturer coupon; and

~~[aa]~~ a manufacturer coupon expiration date;

means for inputting, by each manufacturer, one or more
target consumer profiles comprising:

gender;

age;

delivery interval; and

one or more zip code regions for manufacturer
coupon delivery;

means for specifying, ~~via the host computer~~ by each
manufacturer, content for the manufacturer coupon ~~content~~
comprising:

the UCC code assigned to the manufacturer;
the UCC code assigned to each product of the
manufacturer[7];
the UCC manufacturer coupon family code[7];
[a—UCC] the UCC manufacturer coupon value
code[7];
[a—UCC] the UCC manufacturer coupon extended bar
code[7];
the manufacturer coupon offer code[7];
the description of one or more products required
to be purchased to redeem the manufacturer coupon; and
the manufacturer coupon expiration date;
querying means for searching the ~~relational~~ database
to obtain manufacturer query results;
means for forming a list of manufacturer consumers
from the manufacturer query results to receive the specified
manufacturer coupon, the list including a representative
manufacturer consumer having a manufacturer consumer
identification; and
means for saving the manufacturer query results; [and]
means for interfacing between the host computer and one or
more consumers, wherein the host computer and the one or more
consumers are separate entities, the interfacing means
comprising:

means for ~~[subscribing by each]~~ registering one or more consumers;

~~means for offering one or more manufacturer coupons via an online interface for selection by the one or more consumers; and~~

~~means for recording a selection of at least one manufacturer coupon made by the one or more consumers; and~~

means for generating the manufacturer coupon[s] by the host computer, as directed by the manufacturer, the manufacturer coupon[s] comprising: ~~the coupon barcode, comprising,~~

the UCC code assigned to the manufacturer;

the UCC manufacturer coupon family code;

the UCC manufacturer coupon value code;

the UCC manufacturer coupon extended barcode;

a manufacturer/military coupon indicator;

the manufacturer coupon expiration date;

the manufacturer coupon offer code; and

a manufacturer coupon consumer identification code corresponding to a manufacturer consumer identification comprising a serial number and a bar code representation[s] of the serial number[s] to identify one or more registered manufacturer consumers; [and]

means for distributing the manufacturer coupon[s] using the host computer, as directed by the manufacturer, to a physical

address of [a] the one or more registered manufacturer consumers; and

redeeming the manufacturer coupon at a retailer by the one or more registered manufacturer consumers, wherein the retailer and the one or more manufacturers are separate entities.

53 (Currently Amended). The system of claim 52, further comprising:

means for interfacing between [a] the host computer and one or more ~~promoters wherein the one or more promoters are~~ retailers, the interfacing means comprising:

means for inputting, by each retailer, consumer selection information comprising:

retailer data comprising textual ~~content~~ and image content associated with the retailer;

[a] a retailer coupon offer code; and

a retailer coupon value;

means for inputting one or more retailer target consumer profiles comprising:

gender[r];

age[r];

zip code region[r]; and

delivery interval;

means for specifying ~~promotional material content~~, by

each retailer, content for a retailer coupon comprising:

~~[an]~~ the retailer coupon offer code[7];

~~[an]~~ a retailer coupon expiration date[7]; and

[a] the retailer coupon value;

querying means for searching the ~~relational~~ database to obtain retailer query results;

means for forming a list of retailer consumers from the retailer query results to receive the ~~specified promotional material~~ retailer coupon, the list including a representative retailer consumer having a retailer consumer identification; and

means for saving the retailer query results; ~~[and]~~

means for generating ~~manufacturer and retailer promotional materials~~ the retailer coupon by the host computer, as directed by the retailer, the retailer coupon ~~the manufacturer and retailer promotional materials~~ comprising:

~~manufacturer promotional materials comprising:~~

~~the coupon barcode, comprising: the UCC code assigned to the manufacturer; the family code; the UCC value code;~~

~~the extended barcode;~~

~~a manufacturer/military coupon indicator;~~

~~the expiration date;~~

~~the coupon offer code;~~

~~a consumer identification code comprising a~~

~~serial number and a bar code representations of serial numbers,~~
and

~~retailer promotional materials, comprising:~~

the retailer coupon offer code[7];

the retailer coupon expiration date[7]; and

a retailer coupon consumer identification code
corresponding to a retailer consumer identification comprising a
serial number and a bar code representation[8] of the serial
number[8] to identify one or more registered retailer consumers;
[and]

means for distributing the retailer coupon using the host
computer, as directed by the retailer, to a physical address of
[a] the one or more registered retailer consumers; and

means for redeeming the retailer coupon at the retailer by
the one or more registered retailer consumers.

54 (Currently Amended). The system of claim 52, further
comprising means for inputting ~~by a manufacturer~~ at least one
of: (a) ingredients of each product ~~input by the manufacturer;~~
and (b) nutritional data of each product ~~input by the~~
~~manufacturer.~~

55 (Currently Amended). The system of claim 54, further
comprising means for providing, ~~via the means for inputting data~~

~~for consumer selection, at least one of: ingredients of each product input by the manufacturer; and nutritional data of each product input by the manufacturer.~~

56 (New). The method of claim 48, wherein the step of interfacing between the host computer and one or more consumers further comprises:

offering the manufacturer coupon via an online interface for selection by the one or more consumers; and

recording a selection of the manufacturer coupon made by the one or more consumers.

57 (New). The system of claim 52, wherein the means for interfacing between the host computer and one or more consumers further comprises:

means for offering the manufacturer coupon via an online interface for selection by the one or more consumers; and

means for recording a selection of the manufacturer coupon made by the one or more consumers.